

# Ashley Faulkner

User Experience / Product Designer

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Crafting Intuitive Digital Experiences | Focusing on User-Centered Solutions

Dynamic designer with extensive experience shaping user-centered digital experiences and delivering strategic design initiatives. Capable of simplifying complex challenges, fostering cross-functional collaboration, and aligning solutions with both user needs and business objectives. Known for leveraging Agile methodologies and design thinking to create impactful products and scalable systems.

## PROFESSIONAL EXPERIENCE

**Gigasheet, Inc.** – Remote

**Lead Product Designer** / October 2021 to September 2024

Gigasheet is a no-code big data platform that simplifies the analysis of massive datasets, enabling users to explore, filter, and visualize data directly in their browser.

- ✦ Defined and implemented comprehensive design standards to align with strategic goals, enhancing user engagement and satisfaction.
- ✦ Partnered with Head of Product and engineering team to create intuitive interfaces, resulting in a 32% increase in new feature adoption and 13% growth in existing feature engagement
- ✦ Led prototyping, design sprints, and user research initiatives, utilizing Figma to deliver innovative, user-centric solutions that balanced aesthetics and functionality
- ✦ Established scalable design system with 50+ components, ensuring consistency across platforms and streamlining workflows
- ✦ Established and maintained a cohesive brand identity across all platforms by developing the company's design ethos, encapsulating its values and guiding principles to shape visual storytelling and user experience
- ✦ Provided strategic guidance throughout the design process, integrating user insights to refine products and align them with business objectives
- ✦ Conducted user research sessions to validate design decisions, integrating feedback to enhance product functionality and user satisfaction
- ✦ Crafted marketing videos, email campaigns, and digital assets to promote product features, amplifying brand visibility and user education

**Robert W. Baird & Co.** – Milwaukee, WI

**Assistant Vice President, Digital Design Specialist** / January 2016 to September 2021

Robert W. Baird & Co. is a global financial services firm providing wealth management, investment banking, asset management, and capital markets services to individuals, corporations, and institutions.

- ✦ Defined strategic design direction to develop innovative solutions addressing user needs and business goals in collaboration with the Chief Marketing & Communications Office and Creative Services Director
- ✦ Partnered with developers to improve in-house software and enhance workflow efficiency, ensuring scalable, cost-effective systems aligned with client requirements
- ✦ Presented actionable solutions to senior management through engaging demos and presentations, driving stakeholder alignment and project success
- ✦ Orchestrated the redesign and migration of the corporate website to a new CMS, managing end-to-end strategy including UX, front-end development, vendor relations, and competitor analysis
- ✦ Transitioned external design services in-house over 7 years, resulting in \$200K – 250K reduction in operational expenditures, by leading high-impact projects such as website migrations and campaign microsites

- ✦ Directed implementation of 30+ websites and landing pages implementations, including key initiatives like Baird 100<sup>th</sup> Anniversary the Hilliard Lyons Trust Integration
- ✦ Partnered with IT teams to migrate 500+ Financial Advisor websites, providing front-end design support and technical debugging
- ✦ Mentored a graphic design team member, helping them transition to web and digital work by identifying skill development opportunities and aligning them with relevant projects

#### **Junior Digital Designer** / March 2014 to December 2015

- ✦ Optimized mobile experience by launching the firm's first responsive website for Baird Conferences, improving user satisfaction and mobile accessibility
- ✦ Designed a custom mobile app and website for "The Wise Investor Group," focusing on user needs and intuitive navigation
- ✦ Created the company's first HTML5 digital ads for Baird Asset Management, aligning with modern standards and increasing ad visibility
- ✦ Developed 100+ reusable email templates, enhancing brand consistency and standardize designs for marketing efforts
- ✦ Led production of 2014 and 2015 online annual reports, handling front-end execution and assessing the feasibility of proposed solutions to ensure optimal user experience

#### **PREVIOUS PROFESSIONAL EXPERIENCE**

##### **Front-End Design Intern**

GoGeddit Marketing & Media

##### **UX & Graphic Design Intern**

RR Donnelley

##### **Front-End Development Intern**

LP Internet Solutions

#### **EDUCATION**

##### **Bachelor of Arts (BA) – Interactive Arts & Media**

Columbia College Chicago / December 2013

##### **UX Design Course, Certification ID 56057**

Springboard / July 2019

#### **HONORS & AWARDS**

##### **2015 Vision Awards Annual Report Competition, Silver Winner Worldwide**

League of American Communications Professionals / Summer 2016

#### **SKILLS & TOOLS**

##### **Design**

Prototyping, Wireframes, High/Low Fidelity Mockups, Responsive Design, Design Thinking, Interaction Design, User Centered Design, Design/Content Strategy, Design Systems

##### **Research**

Requirements Gathering, Interviews, Surveys, Personas, Usability Testing, Competitive Analysis, Card Sorting, Heuristic Evaluations, Information Architecture

##### **Tools**

Figma, Photoshop, Illustrator, Lottie, HTML, CSS, SaSS, LESS, jQuery, Javascript, Bootstrap, Materialize, UI Kit, JIRA, User Guiding, Freshsales, MailChimp, Webflow, Miro, GitHub

##### **Additional Skills**

Strategic Planning, System Architecture, IT Project Management, Relationship Cultivation, Cross-functional Communications, Resolution Development, Quality Assurance, Process Re-Engineering, Vendor Relations